

**Title: Social Media Assistant**

Pay rate: \$18.52 p/h

Schedule and hours: 4 hours per week

Start date: On or around Feb 5, 2024

**Responsibilities:**

- Write and edit content for social media campaigns
- Work with Cal Performances' Digital Content & Social Media Specialist to develop original content ideas
- Capture compelling visuals and video for social media channels, on campus and at performances
- Design graphics using Canva
- Post on social media channels, mainly TikTok and YouTube
- Research and report on social media trends
- Monitor and report on Cal Performances' artists' social media activity
- Aid in collecting and interpreting Cal Performances' social media statistics
- Assist in other projects as designated by the Social Media and Digital Content Specialist and Marketing Team

**Required Qualifications:**

- Working knowledge of social media platforms including Instagram, TikTok, YouTube, and Facebook
- Experience creating graphics and video content, particularly with apps/software for creating social media content such as Canva
- Hunger to explore new and upcoming social media trends
- Desire to be creative
- Excellent written and oral communication skills
- Great attention to detail
- Proficiency in Google Suite
- Knowledge of video editing techniques, both inside and outside of social media platforms
- High degree of organizational and time management skills; must be dependable and flexible
- Ability to work independently, in a group, and with a diverse group of people
- Enrolled UC Berkeley student
- Passion for the performing arts, marketing, and content creation
- Preferred: Ability to work in this role for multiple semesters

**Application information:**

Please send a cover letter and resume to [tvalvo@calperformances.org](mailto:tvalvo@calperformances.org) and specify SOCIAL MEDIA ASSISTANT in the subject line of your email. **Please state your year, major, anticipated graduation date, and work-study status in your email.** Application deadline is Friday, January 26, 2024.